

General Conclusions

SPLIT Meeting

Thanks

Many thanks to the team of Prof. Natasha RENKO, from the University of Zagreb for the organisation, the nice and excellent qualitative/Price ratio location

Thanks to all participants for their active participation

OBJECTIVES OF THE MEETING

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- Discussions about the first results
- Validation for next steps in WP5 – 6 – 7 and 8
- Agreement for the planning of future networking meetings
- Experience sharing
- Discovering of the region (limited)
- Enjoying !

1. WORKPACKAGES

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Where we are in the project ?

WP1 100%

WP2 100%

WP5 60%

WP6 60%

WP7-8 : 5 to 10%

WP 4

WP 7

- REGULATORY FRAME WORK . ZAG will send presentation with main references of the laws in each WBC

WP8

- FINISHING the IDENTIFICATION of registered products other products (for some WBC)
- REGULATORY FRAME WORK PDO PGI or similar

DEAD LINE : **26 FEBRUARY**

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WP 5

In-depth interviews

- Draft integrated report (LEI, PARMA) 1 march
- Comments (all WBC) **15 march**
- Finalise report (LEI) 30 march

Focus Groups

- Discussed the content 😊 (2 FG per countries, one rural and one urban)
- Finalise Focus Group guidelines (LEI) next week
- Phone briefing the week of 19 February by IPSOS in each WBC
- Execute FG (all WBC) **26 February**
- Translation to English (all WBC) **19 March**
- Integrated chapter of FG (LEI) 26 March
- Review total deliverable 5.2 (ID and FG) (all WBC) **6 April**
- D5.2 (LEI) **20 April**

WP 5

Publication about in-depth interviews

- Abstract Lisboa IHC, timeslot 1-april- end 30 July
- **Need to code all in depth interviews (all WBC); send by LEI**
- If approved for oral presentation → paper
- Paper integrated results on specific item (s)
- Time consuming ☹ for WBC
- **Final decision on authors before 8 February**

Additional publishing ????

Task 5.1 Literature review is finished to be integrated in D.5.2

Task 5.2 D.5.1 Market Survey will be finished **end of February 2010**

WP6

1. Focus Groups

Done

2. Processors/Distributors in-depth interviews

- **SLO until 15 Feb**

3. Experts in-depth interviews

Done

4. Deliverables: **15 March**

WP7

Method is fine-tuned

15 March 2010: Country report based on secondary data

Until November: Delphi study

Briefing: Delphi March 2010

April: start of questionnaire in each country

Mid-May: End of 1st Questionnaire

Nov 2010: final report

WP8

Focus group : guidelines are validated

Trainings by IPSOS: **beginning of March**

Begin: second part of March

National Reports until **31 Mai**

Conjoint analysis

Begin **Oct**

End **31 Dec.**

Final report **March 2011**

WP9

We have had a preliminary session devoted to linkages between WP5to8 and WP9

Decisions

IPSOS will prepare a rolling paper in order to:

- Clarify overall goal of WP9
- Clarify methodological background
- Argue the method to be adopt (Food Choice Model)
- Pose the assumptions issued from the results of WP5 to 8 to be verified/quantified thank the quantitative survey

This paper will be discussed during the next meeting

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2. NETWORKING

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PhD Students

According to the same goal to enhance the scientific community ability and competence, at least 3 PhD students doing their PhD in relation with the project are expected

PhD candidates

NEW

- Kataica Radosavljevic (SERBIA)
- Alenka (SLO)

Associated researchers

Conditions of admissions

1. To have Master/PhD
2. To be active in the field of food consumer science/agro-food marketing
3. To have already published - To have held some conferences-lectures in the field of consumer science/agro-food marketing / other fields related to the project
4. To show real interest (to have fulfilled the registration form)

Recruitment for participants to networking meetings

- The objective of the networking meetings is to gather people who have interest in the use of the results, the methods and the data
- Interviewees can be invited if they have expressed interest in knowing the results (esp. Experts / processors / retailers)
- **Be courageous to mobilise your contacts : we have now great results to be discussed**

3. DISSEMINATION

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Internet website

- Translation has been made by Azra Hodzic
- Need to be adapted to each country language (coming soon to you)
- Distribution to the translation
- Deadline for translation: end of March

Strategy of publications & Authorship

Basic rule: who signs a paper really writes it

2 main cases

1- The publication is about results which relate to **1 country**

THEN: the main author(s) inform the co-ordinator and the WP leader, and asks the other partners **in the country** if they have interest to participate to write (and to be co-author)

2- The publication is about results which relate to **2 countries or more**

THEN: the main author(s) inform the co-ordinator and the WP leader, and asks the other partners in **all the concerned** countries if they have interest to participate to write (and to be co-author)

4. REPORTING

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NEXT

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Next meeting

21-25 June 2010

Italy (region of Trieste), in a traditional and less luxury place

2 experts for the Mid-Term review of the project will attempt (named by the European Commission)

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Local trainings for the coming surveys

IPSOS will held briefings

T3 + Focus Group WP5

T4 Delphi

T5 SPSS

Special dates to be fixed between SMMRI and each WBC partner